

WHAT IS CLAIMED IS:

1. A method for controlling access to an enhancement within a trigger, comprising:
 - encrypting a portion of the trigger;
 - determining whether a received signal includes the trigger;
 - decrypting the portion of the trigger; and
 - if the decrypted portion meets predetermined criteria, allowing display of the enhancement to a user.
2. The method of claim 1, further comprising preventing display of the enhancement to the user when the decrypted portion does not meet the predetermined criteria.
3. The method of claim 1, wherein encrypting a portion of the trigger comprises encrypting a uniform resource locator portion of the trigger.
4. The method of claim 3, wherein encrypting a portion of the trigger further comprises inserting the encrypted uniform resource locator into a script portion of the trigger.
5. The method of claim 1, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing the decrypted portion of the trigger to a uniform resource locator portion of the trigger.
6. The method of claim 1, wherein encrypting a portion of the trigger comprises inserting an activation date and/or a deactivation date into the encrypted portion of the trigger.

7. The method of claim 6, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the activation date is prior to a current date.

8. The method of claim 6, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the deactivation date is subsequent to a current date.

9. A method of controlling access to an enhancement within a trigger, comprising:

receiving a portion of a trigger;

encrypting the portion of the trigger;

sending the encrypted portion to be included with the trigger;

determining whether a signal includes the trigger;

decrypting the encrypted portion of the trigger; and

if the decrypted portion meets predetermined criteria, allowing display of the enhancement to a user.

10. The method of claim 9, further comprising preventing display of the enhancement to the user when the decrypted portion does not meet the predetermined criteria.

11. The method of claim 9, wherein encrypting a portion of the trigger comprises encrypting a uniform resource locator portion of the trigger.

12. The method of claim 11, wherein encrypting a portion of the trigger further comprises inserting the encrypted uniform resource locator into a script portion of the trigger.

13. The method of claim 9, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing the decrypted portion of the trigger to a uniform resource locator portion of the trigger.

14. The method of claim 13, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the activation date is prior to a current date.

15. The method of claim 13, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the deactivation date is subsequent to a current date.

16. An apparatus to control access to an enhancement within a trigger, comprising:

- a processor;

- a memory to store instructions to be executed by the processor, the instructions including instructions to:

- determining whether a received signal includes the trigger;

- decrypting a portion of the trigger; and

- if the decrypted portion meets predetermined criteria, allowing display of the enhancement to a user.

17. The apparatus of claim 16, wherein the instructions further include instructions to prevent display of the enhancement to the user when the decrypted portion does not meet the predetermined criteria.

18. The apparatus of claim 16, wherein the instructions to determine whether the decrypted portion meets predetermined criteria comprise instructions to compare the decrypted portion of the trigger to a uniform resource locator portion of the trigger.

19. The apparatus of claim 16, wherein the instructions to determine whether the decrypted portion meets predetermined criteria comprises instructions to compare whether an activation date in the decrypted portion is prior to a current date.

20. The apparatus of claim 16, wherein the instructions to determine whether the decrypted portion meets predetermined criteria comprises instructions to determine whether the deactivation date is subsequent to a current date.

21. A system to control access to an enhancement within a trigger, comprising:

- a first computing unit to receive a portion of a trigger, encrypt the portion of the trigger, and send the encrypted portion to be included with the trigger;

- a second computing unit to receive a signal, determine whether the signal includes the trigger, decrypt the encrypted portion of the trigger, and if the decrypted portion meets predetermined criteria, allow display of the enhancement to a user.

22. The system of claim 21, wherein the second computing unit prevents display of the enhancement to the user when the decrypted portion does not meet the predetermined criteria.

23. The system of claim 21, wherein encrypting a portion of the trigger comprises encrypting a uniform resource locator portion of the trigger.

24. The system of claim 23, wherein encrypting a portion of the trigger further comprises inserting the encrypted uniform resource locator into a script portion of the trigger.

25. The system of claim 21, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing the decrypted portion of the trigger to a uniform resource locator portion of the trigger.

26. The system of claim 21, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the activation date is prior to a current date.

27. The system of claim 21, wherein determining whether the decrypted portion meets predetermined criteria comprises comparing whether the deactivation date is subsequent to a current date.

28. An apparatus to control access to an enhancement in a trigger, comprising:

- a processor;

- a memory to store instructions to be executed by the processor, the instructions including instructions to:

- receive at least a portion of the trigger;

- encrypt the portion of the trigger; and

- send the encrypted portion of the trigger to be included in a signal including the trigger.

29. The apparatus of claim 28, wherein encrypting a portion of the trigger comprises encrypting a uniform resource locator portion of the trigger.

30. The apparatus of claim 28, wherein encrypting a portion of the trigger comprises inserting an activation date and/or a deactivation date into the encrypted portion of the trigger.

31. A machine-readable medium having stored thereon a plurality of executable instructions, the plurality of instructions comprising instructions to:
- determining whether a received signal includes a trigger;
 - decrypting a portion of the trigger; and
 - if the decrypted portion meets predetermined criteria, allowing display of an enhancement within the trigger to a user.
32. A machine-readable medium having stored thereon a plurality of executable instructions, the plurality of instructions comprising instructions to:
- receive at least a portion of a trigger;
 - encrypt the portion of the trigger; and
 - send the encrypted portion of the trigger to be included in a signal including the trigger.